

## Message Text

UNCLASSIFIED

PAGE 01 NEW DE 15819 01 OF 02 081452Z

ACTION EB-08

INFO OCT-01 NEA-10 ISO-00 TRSE-00 CIAE-00 INR-07  
NSAE-00 AID-05 USIA-15 OES-07 INT-05 MMO-04 /062 W  
-----001314 081524Z /42

R 081151Z NOV 77  
FM AMEMBASSY NEW DELHI  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7194  
AMCONSUL BOMBAY  
AMCONSUL CALCUTTA  
AMCONSUL MADRAS

UNCLAS SECTION 1 OF 2 NEW DELHI 15819

E.O. 11652: N/A  
TAGS: BEXP IN  
SUBJECT: FINAL ASSESSMENT OF COUNTRY COMMERCIAL PROGRAM FY77-INDIA

REF: STATE 257002, STATE 263336

BEGIN SUMMARY: U.S. EXPORTS TO INDIA, EXCLUDING FOODGRAINS, INCREASED DURING FY77 IN THE FACE OF A GENERALLY SLUGGISH INDIAN ECONOMY, DEMAND RECESSIONS IN CERTAIN INDUSTRIES, AND IMPORT CONTROLS, THE LIBERALIZATION OF WHICH CAME ONLY LATE IN FY77. MISSION COMPLETED A SUCCESSFUL CCP-77 AND EXCEEDED ORIGINAL OBJECTIVES IN SPITE OF ABOVE CONDITIONS AND A REDUCTION IN FSL STAFF. USIS GAVE STRONG AND EFFECTIVE SUPPORT TO ALL TRADE PROMOTION ACTIVITIES. END SUMMARY.

1. NON-FOODGRAIN EXPORTS FROM US TO INDIA INCREASED URING FY-77 IN SPITE OF GENERALLY SLUGGISH INDIAN ECONOMY; DEMAND RECESSIONS IN SOME DOMESTIC INDUSTRIES; AND GOI IMPORT CONTROLS WHICH WERE LIBERALIZED SOMEWHAT IN LATE APRIL 1977, TOO LATE TO HAVE MUCH IMPACT ON US EXPORTS DURING LAST FISCAL YEAR. COMFORTABLE GOI FOREIGN EXCHANGE UNCLASSIFIED

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PAGE 02 NEW DE 15819 01 OF 02 081452Z

RESERVES HAVE NOT YET BEEN A FACTOR IN SELLING PRODUCTS TO INDIA, BECAUSE GOI HAS NOT YET MADE NECESSARY POLICY DECISIONS ON UTILIZATION THESE RESERVES.

2. EMBASSY AND CONGENS BOMBAY, CALCUTTA AND MADRAS CONCLUDED A SUCCESSFUL AND INNOVATIVE CCP-77 DESPITE ABOVE HANDICAPS AND A 20 PERCENT REDUCTION IN FSL PROFESSIONAL

COMMERCIAL STAFF DUE TO HIRING FREEZE. USIS COOPERATED CLOSELY WITH EMBASSY/CONGENS IN PROVIDING PROFESSIONAL ADVICE AND ASSISTANCE FOR THE TRADE PROMOTION EVENTS.

3. OUR ASSESSMENT IS THAT THE INITIATIVES OF EMBASSY/CONSULATES PRODUCED RESULTS FAR IN EXCESS OF ORIGINAL GOALS ESTABLISHED IN CCP-77. SOME OF THE MORE DRAMATIC ACHIEVEMENTS, ALTHOUGH BY NO MEANS A COMPLETE LISTING, ARE HIGHLIGHTED BELOW.

4. EIPT EQUIPMENT AND ELECTRONIC COMPONENTS CATALOG SHOWS HELD DURING JANUARY-FEBRUARY 1977 IN NEW DELHI, BOMBAY, CALCUTTA, HYDERABAD AND BANGALORE ATTRACTED NEARLY 3000 END-USERS, MANUFACTURERS, AGENTS/DISTRIBUTORS, SENIOR OFFICIALS OF PUBLIC SECTOR COMPANIES, AND KEY OFFICIALS OF CENTRAL AND STATE GOVERNMENTS. SOME 3,7000 COMMERCIAL INQUIRIES RESULTED FROM THE SHOWS.

5. SUPPLEMENTARY EIPT EQUIPMENT AND COMPONENTS SHOWS:

BY POPULAR DEMAND AND AT EMBASSY/CONGEN INITIATIVE, THE ELECTRONICS CATALOG SHOWS WERE TAKEN ON THE ROAD TO AHMEDABAD, POONA, AND JAMSHEDPUR, IN ADDITION TO THE REGULARLY SCHEDULED CITIES MENTIONED ABOVE. THUS, AMERICAN EXHIBITING COMPANIES RECEIVED EIGHT SHOWS FOR UNCLASSIFIED

UNCLASSIFIED

PAGE 03 NEW DE 15819 01 OF 02 081452Z

THE ORIGINAL PRICE OF FIVE EXHIBITS.

6. PUMPS, VALVES, AND COMPRESSORS CATALOG SHOWS, HELD IN NEW DELHI, CALCUTTA, COIMBATORE, AND BOMBAY, PRODUCED EXCELLENT RESULTS. ATTENDANCE TOTALLED 1800 AND TRADE INQUIRIES NUMBERED ABOUT 2,200.

7. MACHINE TOOLS: AN INNOVATION TAKEN OUTSIDE OF THE CCP WAS THE FILM SHOWS HELD IN BOMBAY AND NEW DELHI IN COOPERATION WITH USIS ON THE LATEST DEVELOPMENTS AND TECHNOLOGICAL ADVANCES IN MACHINE TOOLS. OVER 200 ENGINEERS AND END-USERS ATTENDED THESE SHOWS.

8. SEMINAR ON AIR POLLUTION: CONGEN BOMBAY SEIZED THE OPPORTUNITY TO SUPPORT A USIS SEMINAR ON AIR POLLUTION ATTENDED BY ABOUT 100 PERSONS. PRODUCT LITERATURE OBTAINED FROM USDOC ON US MANUFACTURED AIR POLLUTION CONTROL EQUIPMENT WAS DISTRIBUTED AMONG THE PARTICIPANTS. BOMBAY IS TO BE COMMENDED FOR EXPLOITING A UNIQUE OPPORTUNITY.

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PAGE 01 NEW DE 15819 02 OF 02 081458Z  
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UNCLAS SECTION 2 OF 2 NEW DELHI 15819

9. SPECIAL REPORT ON PROMOTION TECHNIQUES FOR CATALOG  
SHOWS: WE SUBMITTED A SPECIAL REPORT (A-114 DATED JUNE 8,  
1977) ON THE REASONS WHY CATALOG SHOWS HAVE A PARTICULAR  
APPEAL IN INDIA AND ON THE PROMOTION TECHNIQUES EMPLOYED  
BY THE EMBASSY/CONSULATES FOR THESE SHOWS. EMBASSY/  
CONGENS WERE ABLE TAKE ADVANTAGE FAVORABLE CIRCUMSTANCES  
FOR CATALOG SHOWS IN INDIA TO CONDUCT EXPANDED PROGRAM  
IN THIS AREA AS OUTLINED ABOVE.

10. MINING MACHINERY AND EQUIPMENT: WE MONITORED AND  
REPORTED PERIODICALLY ON THE PROGRESS OF THE DOLS600 MILLION  
KUDREMUKH IRON ORE PROJECT WITH SPECIAL EMPHASIS ON  
OPPORTUNITIES FOR SALES OF U.S. EQUIPMENT. WE CONTINUE  
TO FOLLOW CLOSELY THE KUDREMUKH PROJECT INTO PHASE II OF  
ITS DEVELOPMENT. SEVERAL COMPREHENSIVE REPORTS ON THE  
MINING INDUSTRY, E.G., "INDUSTRIAL OUTLOOK-FERROUS  
MINERALS (DELHI A-70) WERE SUBMITTED AND DISSEMINATED  
THROUGH THE USDOC MULTIPLIER PROGRAM. WE ALSO REPORTED  
CLOSELY ON OTHER DEVELOPMENTS IN THE MINING INDUSTRY.

11. OILFIELD MACHINERY AND EQUIPMENT: WE HAVE REPORTED  
IN DETAIL ON DEVELOPMENTS IN OIL AND GAS EXPLORATION.  
UNCLASSIFIED

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PAGE 02 NEW DE 15819 02 OF 02 081458Z

BROWN AND ROOT COMPANY WON THE LARGEST SINGLE CONTRACT AWARDED TO DATE IN THIS AREA, A DOLS68-70 MILLION CONTRACT FOR LAYING UNDERWATER PIPELINES TO CARRY CRUDE OIL AND GAS FROM BOMBAY HIGH AREA TO SHORE.

12. GENERALIZED SYSTEM OF PREFERENCES: EMBASSY AND CONGENS PARTICIPATED IN MORE THAN A DOZEN SEMINARS TO EXPLAIN GSP TO INDIAN BUSINESSMEN, THEREBY ENHANCING THE U.S. COMMERCIAL PRESENCE IN INDIA AND, AT THE SAME TIME, PUBLICIZING THE SERVICES AVAILABLE AT OUR FOUR COMMERCIAL OFFICES.

13. WORLD INSTRUMENTATION SYMPOSIUM (WISSITEX): USDOC WAS UNABLE TO PARTICIPATE FULLY IN WISSITEX, HELD IN NEW DELHI IN NOVEMBER 1976. HOWEVER, DR. JOHN K. TAYLOR, NATIONAL BUREAU OF STANDARDS, WAS RECRUITED TO GIVE SPECIAL TECHNICAL PRESENTATIONS AND DID AN EFFECTIVE JOB. IN ADDITION, EMBASSY PERSUADED A NUMBER OF INDIAN AGENTS OF U.S. COMPANIES TO DISPLAY AMERICAN INSTRUMENTATION EQUIPMENT. SOME DOLS1,000,000 IN SALES OF U.S. MANUFACTURED EQUIPMENT RESULTED FROM THIS INITIATIVE BY THE EMBASSY.

14. IN SUM, GIVEN THE LIMITATIONS AND HANDICAPS OF DOING BUSINESS IN INDIA, OUR EVALUATION IS THAT THE EMBASSY/CONSULATES DID A GOOD JOB IN MEETING AND EXCEEDING THE OBJECTIVES OF CCP-77. WE WERE FLEXIBLE IN OUR APPROACH TO EXPORT PROMOTION AND QUICK TO RESPOND TO NEW OPPORTUNITIES DURING THE YEAR. GOOD PLANNING, EFFECTIVE COORDINATION AMONG POSTS IN INDIA, PROFESSIONAL ASSISTANCE OF USIS, DEDICATED AND EXPERIENCED STAFF, PRUDENT USE OF RESOURCES, AND SKILLED EXECUTION MESHED TOGETHER TO PRODUCE A DYNAMIC AND SUCCESSFUL CCP-77 IN INDIA.

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PAGE 03 NEW DE 15819 02 OF 02 081458Z

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